



Re: Study Section Success Predicts Research Funding Success

Greetings to all those who participate in grant-funded research –

Every grant application that makes it into the hands of a study section reviewer represents a large effort and expense on the part of many people. Yet, 80% of those applications will proceed no further than the study section and, therefore, will not be funded. Thus, for 80% of all grant applications, 100% of the expense and the effort has been completely for naught. It cannot be that 80% of all grant applications are deficient in the important areas of research strategy, persuasiveness of preliminary studies, or budget details. Something else is going on.

Simply put, the downfall of most failed grant applications is highly likely to stem from the quality of the writing. And truth to tell, that is the result of our educational systems' always having taught writing inadequately. We are happy to announce the arrival of a new writing scholarship that can be learned by professional adults; it has proved remarkably successful. Schools teach writing primarily so students can have success in school; so all that instruction is centered

on the writer. In the world of scientific research, the important person is not the writer; it is the reader. In that professional world, the quality of writing is judged by the answer to one simple question: Did the reader get delivery of what the writer was trying to send? If the answer is “yes,” the writing was good enough; if “no,” it was not. So to get better control of the writing process, we need to understand how readers read. This paradigm shift in education is the work of Dr. George Gopen, J.D., Ph.D., Professor Emeritus of the Practice of Rhetoric, Duke University.

Take a look at Dr. Gopen’s website – <https://GeorgeGopen.com> – where you can explore his remarkable and revolutionary approach to the English language. “Productive”? At Duke University alone, Dr. Gopen’s new approach has generated hundreds of millions of dollars in grant funding for people who, before learning Dr. Gopen’s insights, had experienced little or no success.

At present, the National Institutes of Health annually makes available \$50B of research funding. In order for scientists to access these monies, they need to be successful in submitting a competitive and persuasive written proposal. Yet another \$50B of research funds can be accessed by submitting written proposals to NSF, CMRDP, the Department of Energy, and a number of other sources. With all this money available, the reality is that much of the competition for funding is actually a competition that rewards those who produce the better writing. Those who understand and practice Gopen’s Reader Expectation Approach to the English Language tend to win every time.

Here at <https://GeorgeGopen.com>, you can learn what you need to know about how readers go about reading. It is not hyperbole to claim this can dramatically change your life for the better – now and forever.

To repeat and therefore emphasize: If you will learn how readers go about reading, and if you will refashion your writing with this new understanding of how written communication actually works, you will succeed and thrive beyond your wildest dreams. Promise.

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